

SUBJECT LINE OPTIONS:

FROM: [UTILITY EMAIL]

HURRY, test drive an EV & win [PRIZE]!

Limited time: EV test drive & [PRIZE] sweepstakes!

Don't miss out: Enter to win [PRIZE] when you test an EV

You could win [PRIZE] just for test driving an EV!

PREVIEW COPY:

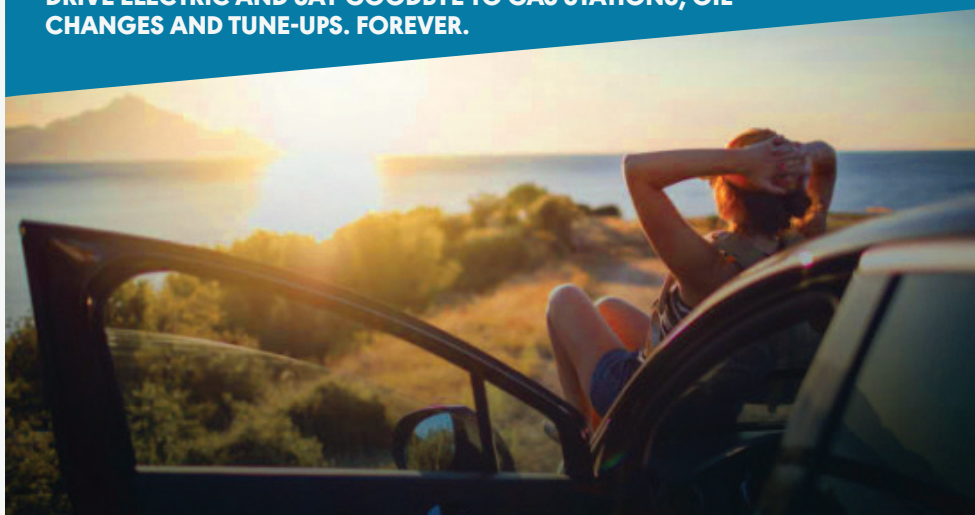
Discover why it pays to drive electric.

Act by [DATE]



LIMITED TIME—ENTER TO WIN

DRIVE ELECTRIC AND SAY GOODBYE TO GAS STATIONS, OIL CHANGES AND TUNE-UPS. FOREVER.



Discover EV freedom and excitement. Test drive by [DATE] and you could win [PRIZE]!

You might be surprised by wide variety of EVs now available. But it's no surprise why they're so popular. Electric cars offer a cleaner, wallet-friendly, cutting-edge way to get where you need to go:

- Save an average of \$850 a year on fuel alone!
- No oil changes, no engine tune-ups
- Drive farther than you might think on a single charge — up to 200+ miles
- Accelerate from zero to fast in seconds
- Charge easily at home or on the go — more than 61,000 charging stations nationwide
- Tax credits, incentives, rebates
- 85% less carbon emissions and no smog

**VIEW <UTILITY NAME>-
CERTIFIED PARTICIPATING DEALERS & ENTER TO WIN!**

IT PAYS TO DRIVE ELECTRIC